THE METHOD

CASE STUDY: INFLUENCE PERFORMANCE

CLIENT / CONTEXT

New Day, a fast-growing UK finance business. 70 Team Leaders and Account Managers across seven cohorts.

THE CHALLENGE

Supporting rapid growth, Team Leaders and Account Managers needed to adapt their communication style to build trust and influence more effectively — closing more business in a pressured financial environment. A needs analysis found that they often avoided adapting their style because they lacked the confidence to do so without feeling inauthentic.

THE SOLUTION

THE METHOD created a Performance Programme to help participants understand different personality types and confidently adapt how they communicated — while remaining authentic — to engage and influence people more effectively.

PERFORMANCE PROGRAMME

THE TOOLKIT: THE INTELLIGENT INFLUENCER

One 180-minute TOOLKIT developed participants' ability to identify different personality types, authentically adapt their influencing style and communicate in ways that better connected with what motivated different people.

THE STUDIO: REHEARSAL LAB

One 180-minute experience gave participants opportunities to test their new behaviours in individual and small-group communication challenges, with directive coaching and feedback to help them practise until they felt confident applying them.

BUSINESS RESULTS

Supported the organisation's growth objectives

The programme supported the organisation's goal of equipping Team Leaders and Account Managers to engage different people more authentically, build trust and gain commitment in important business conversations. It also contributed to the ongoing development of the organisation by giving participants a practical approach they could continue to use to influence different people more effectively.

"The session was a good mix of instruction and participation, which helped demonstrate and absorb the skills we were learning. I enjoyed how it was made directly applicable to our roles. Plus, I know I have tools I can go away and use and practise to develop my skills further."

Alex Cadman, Campaign Manager

PROFESSIONAL PERFORMANCE

96% felt more confident influencing colleagues and stakeholders.

97% reported communicating with greater clarity, confidence and credibility.

94% reported greater confidence leading important conversations.

95% agreed that THE METHOD improved their on-the-job performance immediately.

100% agreed THE METHOD would enhance their Professional Performance at work.

100% would recommend the programme to colleagues.